

# Real Estate Business Plan Template

## 1. Write Your Mission Statement

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Check that your mission statement satisfies all components:

Mission Statement Components	Your Mission Statement
Target audience	
Product or services provided	
What makes your business distinct	

## 2. Conduct a SWOT Analysis

Internal Business Analysis	
Strengths	Weaknesses
External Business Analysis	
Opportunities	Threats

Business Strategies to Employ Based on SWOT Analysis

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### 3. Set Specific & Measurable Goals

#### Goal 1:

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- Check that your goals are SMART: S M A R T

#### Goal 2:

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- Check that your goals are SMART: S M A R T

#### Goal 3:

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- Check that your goals are SMART: S M A R T

#### Goal 4:

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- Check that your goals are SMART: S M A R T

#### Goal 5:

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- Check that your goals are SMART: S M A R T

### 4. Plan Your Marketing Strategy & Tactics

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Download the free template from [Real Estate Marketing Plan Template & Strategy Guide](#)

### 5. Create a Lead Generation & Nurturing Strategy

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Lead Generation Strategies	
Organic	Paid

**6. Calculate Your Income Goal**

- Net income goal: \_\_\_\_\_
- Fee split with brokerage: \_\_\_\_\_
- Estimate of completed deals per year: \_\_\_\_\_

Use the income calculator in the article [Free Real Estate Business Plan Template & Goal Calculator](#) or download the [Year Goal Calculator](#).

**7. Set Times to Revisit Your Business Plan**

Revisit date each month: \_\_\_\_\_

Changes to business plan:

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